



Flair Writing Industries Limited Delivers Landmark Performance in Q2 FY26

Robust Profit Growth of 30% Y-o-Y; Creative Business Achieves a Stellar 70% Y-o-Y Revenue Growth; Aggressively Scaled Steel Bottles & Houseware Business Doubling its Revenue; Healthy Pickup in Export Markets During the Quarter

Mumbai, November 6th, 2025 – Flair Writing Industries Ltd. (FWIL), among the leading players in the writing instruments industry has announced its financial results for the quarter and half year ended on September 30, 2025.


Q2 FY26 Consolidated Financial Performance Snapshot

Revenue from Operations Rs. 321 crores  +19% Y-o-Y	Gross Profit Rs. 167 crores  +17% Y-o-Y	EBITDA Rs. 60 crores  +19% Y-o-Y	Profit After Tax Rs. 43 crores  +30% Y-o-Y
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Key Consolidated Financial Highlights – Q2 FY26

Particulars (Rs. Crs.)	Q2 FY26	Q2 FY25	Y-o-Y	Q1 FY26	Q-o-Q	H1 FY26	H1 FY25	Y-o-Y
Revenue from Operations	320.9	270.1	18.8%	288.5	11.2%	609.5	517.3	17.8%
EBITDA	60.3	50.6	19.2%	49.5	21.8%	109.9	92.7	18.6%
EBITDA Margin (%)	18.8%	18.7%	7 bps	17.2%	164 bps	18.0%	17.9%	12 bps
Profit After Tax	42.7	32.8	30.4%	29.0	47.6%	71.7	59.0	21.5%
PAT Margin (%)	13.3%	12.1%	118 bps	10.0%	328 bps	11.8%	11.4%	36 bps

Q2 FY26 Operational Performance Snapshot

Domestic Own Brand Sales Rs. 262 crores  +19% Y-o-Y	Export Own Brand Sales Rs. 29 crores  +32% Y-o-Y	Total Own Brand Sales Rs. 291 crores  +20% Y-o-Y
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Highlights for the Quarter:

- Quarterly revenues crossed the **INR 300 crores mark**, underpinned by a solid 30.4% Y-o-Y improvement in profitability
- The Creative business continues to deliver an exceptional performance in the second quarter achieving a stellar **70% Y-o-Y** growth reaching to INR 70 crores
- Steel Bottles & Houseware business delivered a stellar performance; **more than doubling revenue Y-o-Y** and reaching INR 26 crores
- Total Own Brand Sales continued their strong upward trajectory, registered a **20% Y-o-Y** growth and reaching INR 291 crores this quarter
- Launched a combined **36 new products** during the second quarter across all business segments
 - 17 new pens** were launched in Q2 FY26 of which across all price segments
 - Introduced **14 new products in our creative range**, broadening appeal to our portfolio
 - Rest of the products were launched under **calculators, houseware segment and other product ranges** to build category strength
- The construction of New Valsad facility remains firmly on schedule, with full operations set to commence in Q4, further strengthening our production capabilities.

Commenting on the Results, Mr. Vimalchand Rathod, Managing Director said, - “We are delighted to report another remarkable quarterly performance, reflecting the growing strength and desirability of our products across India and in the International markets. Our continued focus on product innovation, brand building, and operational excellence has resulted in robust top-line expansion with sustained transformation initiatives enabling further improvement in profitability.

As a consumer-centric company, we are witnessing healthy domestic demand across our writing instruments and stationery portfolio. It was very heartening to note the scale up of steel bottle segment during the quarter and will remain a key growth driver for us going forward. We are equally excited about our progress in global markets. The strong performance of exports during the quarter underscores the renewed appreciation for high-quality Indian writing instruments especially after a prolonged period of geopolitical instability affecting demand.

A very notable development over the first half of this financial year has been the aggressive scale up of our creative business – an outcome of our persistent efforts towards portfolio expansion and enhancing distribution depth. We welcome the government’s efforts towards GST reduction to boost consumer demand and to this effect we too have passed on benefits to our customers through reduced pricing of applicable creative products.

Our ongoing capex programme in Valsad remains on track to be operationalized in Q4 FY26. Our culture for novelty backed by scalable and sustainable operations as well as a well recognized brand equity will continue to fuel long-term growth while reinforcing our leadership position in the industry. We remain thankful for all our stakeholders for their continuous belief in our journey. The best is yet to come.”

About Flair Writing Industries Limited

Flair Writing Industries Limited (“Flair”) is among the Top-3 players in the writing instruments and the largest pen brand in India. FWIL's flagship brand "Flair" has established itself as a household name in India, boasting a market presence of over 45 years. Its extensive product portfolio caters to a diverse range of consumers, from students and professionals to offices and institutions. Flair manufactures and distributes several brands in India and partners with various international brands in the writing instruments industry. Company’s products are sold under the “**Flair**” brand, “**Flair Creative**”, their principal brands “**Hauser**” and “**Pierre Cardin**” and they have recently introduced “**ZOOX**” in India. They had introduced creative range of products under “**Flair Creative**” brand in FY21. The company is also present in manufacturing of steel bottles and other houseware products. The company has also engaged in the distribution of MAPED branded products in India.

Company	Investor Relations: MUFG Intime India Limited
Name: Alpesh Porwal (Chief Financial Officer)	Name: Darshi Jain/Devansh Dedhia
Email: alpesh@flairpens.com	Email: darshi.jain@in.mpms.mufg.com / devansh.dedhia@in.mpms.mufg.com
CIN: L51100MH2016PLC284727	
www.flairworld.in	Meeting Request Link – Click Here

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